

High-end catalogue sellers Melton Tackle generate a huge conversion lift using Sitebrand's web and email solution to deliver relevant online experiences.

www.MeltonTackle.com

→ Privately owned, multi-channel catalogue company for high quality fishing/tackle products

Location

Headquartered in Anaheim, California



www.MeltonTackle.com

Key challenges:

- Need to deliver personalized online experience
- Low conversion rates for new and returning visitors
- Grow email database and increase email delivery rates

Solution:

- Segment&Serve™ Web Personalization
- Segment&Serve™ Email Channel
- Targeted messaging to specific segments
- Sitebrand reports to track results and ROI of web/email campaigns

Results:

- Increased conversion rate for new and returning visitors
- Rapid growth of email database through loyalty program
- Improved email delivery and conversion numbers
- Lost shopper/navigation campaigns to drive upsell opportunities

Melton International Tackle began in 1992 after founder Tracy Melton created the company as part of a University business project that incorporated his love for fishing. In no time, Melton was operating an 18 page mail order catalogue out of his garage. Today, Melton International Tackle has grown to offer the finest fishing/tackle products available with exclusive manufactures/products found only through MeltonTackle.com, their two showrooms (Hawaii and Anaheim) or via their annual catalogue.

Keeping focus on visitor needs and customer experience

Customers of Melton International Tackle are loyal to the fishing/tackle company because of the premium quality of products sold and the personal relationships built through catalogue, phone, and in store orders. Melton

International Tackle has always made it a priority to deliver the best customer experience possible. Since MeltonTackle.com was launched in 2000, the company has made every effort to ensure the online experience replicates the high quality service, expertise and knowledge found in traditional Melton International Tackle sales outlets. Jason Levine, Director of e-Commerce for MeltonTackle.com,

began using third party tools to help showcase products, descriptions and reviews to enhance the online experience and drive site conversion. It was then Levine was referred to Sitebrand Inc., a leader in personalizing customer experiences with relevant messaging.

Several weeks later, Levine and Melton International Tackle found themselves building their

"We wanted to speak to our customers in a relevant way. We take pride in adding additional value to our site for our customers and Sitebrand is an extension of that"

Jason Levine
Director of e-Commerce

online marketing strategies around Sitebrand's web personalization and email marketing channels. MeltonTackle.com's challenges included a need to deliver a personalized experience to each web visitor, to grow conversion rates for both new and returning visitors, to boost the size of their email database and to see an increase in deliverability on email sends.

Figure 1:

Sitebrand controlled dynamic content appears in Zone 1, under the main navigation on the home page of MeltonTackle.com. New visitors, returning visitors, email loyalty campaigns (and more) launch in this embedded content zone when triggered by any number of segmentation rules.

Figure 1



Segment traffic by displaying personalized messaging to different audiences with unique needs. The ability for Melton International Tackle to offer relevant messaging to its world-wide traffic is critical to providing the best customer service possible.

Driving Home Town Sales

As a result of delivering geo-targeted messages to visitors with Sitebrand's Segment&Serve™, Melton International Tackle acknowledged an increase in conversion rates, most notably in California. "Our California business has jumped as a result of using Sitebrand" says Levine. Levine and his team had identified thousands of California based visitors browsing MeltonTackle.com every day but had no way to differentiate that experience from any other visitor around the world. Digging deeper into analytical reports, Levine discovered a large segment of California visitors used Spanish as the primary language in their web browsers. Levine believes this simple Sitebrand campaign plays a huge role in the Melton International Tackle's online success. "By presenting either content or a greeting message in Spanish, we're able to start a framework for dialogue with our visitors. That's part of the personal touch Melton International Tackle is known for and Sitebrand helps us achieve this in the online world".

Online Customer Service Is A Top Priority

"Above average customer service is an absolute must. It's something we feel very strongly about" Levine cites. Levine attributes the company's steady growth to the ongoing relationships they've built with customers year after year. Initially, Levine struggled to bring

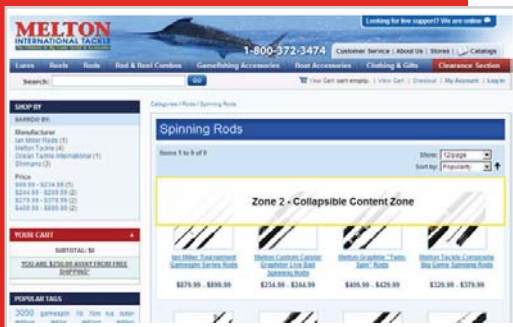
" Sitebrand treats MeltonTackle.com like it's their own business ... The big thing about Sitebrand's support team is they care about our success. "

Jason Levine
Director of e-Commerce

Figure 2:

Sitebrand's collapsible content in Zone 2 appears in category pages, above actual brands and various products. Melton International Tackle use this content zone as a way to further engage visitors with relevant messaging pertaining directly to the individual web session in campaigns promoting top selling products and highlighting their vast inventory.

Figure 2



Collapsible HTML campaigns target visitors with relevant messaging within MeltonTackle.com category pages. These campaigns react to lost shoppers (high number of page views), specific keywords used, and navigation history. MeltonTackle.com has been able to convert additional site traffic, reinforce messaging/branding, and reduce bounce rate/shopping cart abandonment with collapsible HTML campaigns.

“ [Sitebrand] know the ins and outs of email marketing. They are the pros.”

Jason Levine
Director of e-Commerce

www.sitebrand.com

the same level of customer service to MeltonTackle.com as found in their stores or over the phone. Levine believes the personalized feeling Sitebrand has given visitors is a big reason why web sales have grown to represent 50% of total business. “We’ve seen a steady growth in our online sales since launching our site in 2000. We’ve been able to quadruple our sales year over year.”

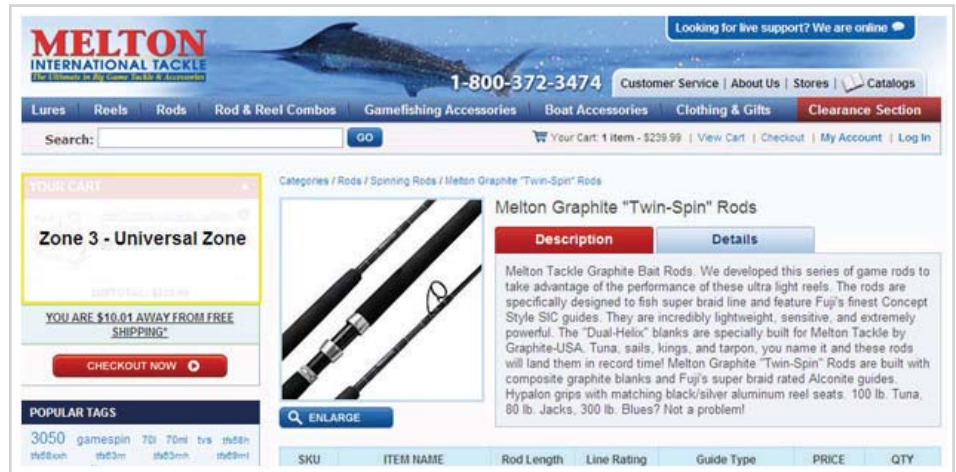
Choosing The Right Partner

“We really liked Sitebrand because they talked about earning our business. We think it’s the right approach to take with clients because we look at it from the same perspective with our customers.” Levine describes the process of working with Sitebrand from the initial referral call all the way to ongoing weekly meetings, “The sales process was great. I was never left wondering and Sitebrand made so much sense for us.” Although software integrations can often be troublesome, Levine couldn’t be happier with the smooth and quick transition Sitebrand offered. Within days, Sitebrand was live on MeltonTackle.com with the professional services team sharing best practices, tips, and proactive online marketing advice to help Levine succeed. Levine concludes, “Sitebrand genuinely care about their clients”.

Growth from multiple campaigns

As noted in Figure 4, three of the top performing Sitebrand campaigns generated incredible percentage lifts between 47-61% for revenue incurred. The Shopper Navigation campaign alone added an additional \$12,461 within a one month period. This campaign appeared as collapsible HTML within category pages of MeltonTackle.com (Figure 2). Each campaign and subsequent conversion increase ran between March 30 – May 1, 2009. With a professional services team ready to optimize your online marketing strategies and a versatile tool that can launch an unlimited number of campaigns, the investment in Sitebrand is telling.

Figure 3



MeltonTackle.com product pages feature message reinforcement campaigns as well as company branding campaigns to help drive sales and reduce shopping cart abandonment. Campaigns running in Zone 3 are often specific to the product being viewed and reactive to the visitor’s entire shopping session.



About Sitebrand

Retail focus

Nine-year track record of helping E-tailers and multi-channel retailers convert more visitors into online or in-store buyers.

Unique real-time technology

Solutions use advanced predictive technology to personalize the website experience of every visitor in real-time.

Comprehensive services

Solutions are backed by professional services to ensure fast time to ROI.

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Figure 4

Campaign	Revenue	Lift %
New Visitors	\$5,011.10	51.70%
Return Visitors	\$5,112.87	47.31%
Shopper Navigation	\$12,461.33	62.39%
Customer Loyalty	\$1,842.03	13.69%

Prior to using Sitebrand's email solution, Melton International Tackle used an email service from their previous e-Commerce provider. "They were limited with what they could do for us" says Levine. "After speaking with the Sitebrand team, it became clear they would be a great partner and could help us achieve our goals". Some of Melton International Tackle's initial goals were modest:

- View in browser & forwarding email capabilities
- Admin reporting (Links clicked, unsubscribe numbers, etc...)

Once these needs were met, Levine was able to roll out more effective email strategies. Levine elaborates, "Once we could clearly see what was going on with our email reports, we were able to relate and communicate to our audience. It's much better having Sitebrand run our email channel." He goes on to say "We look at our partnership with Sitebrand as someone specializing in email rather than using a bolt on product".

Melton International Tackle sends more than 200,000 emails annually with as many as four separate emails per month (often more during peak fishing season). Having Sitebrand's email expertise has been an advantage for Levine and his team. Levine and Melton International Tackle spend significantly less time on email sends and accomplish better results. Levine credits the Sitebrand email team with their tips and knowledge sharing as a big reason why the transition from email vendors was so smooth. "Sitebrand has made it very easy for Melton International Tackle to send emails. They know the ins and outs of email marketing. They are the pros".

Our success is their success

It's no wonder Jason Levine and the Melton International Tackle team are thrilled with Sitebrand's impact. Email marketing now accounts for roughly 10 per cent of overall sales while online sales make up more than 50 per cent of total sales. As both web and email sales continue to grow, Levine can't help but marvel at the professional services from the Sitebrand support teams. "Sitebrand treats MeltonTackle.com like it's their own business ... The big thing about Sitebrand's support team is they care about our success."